

Target Audience

College and high school women athletes aged 14 to 25, heavily committed to athletics, travel extensively around the country and sometimes internationally for tournaments, and prioritize methods to improve their on-court performance and market value. Other target audiences are fitness enthusiasts, sports-focused reporters, and influencers form part of our web-savvy audience who seek fun experiences to stay socially and physically active.

Tactics

Key visual guidance: Clean, iconic, simple.

- Key visual
 - Idea: A series of OOH in partnership with college athletes ambassadors.
 - Ad placement: Key merchandising stores and business districts in major sales regions. Potential store locations include Santa Monica, CA; 5th Ave, New York.
- Retail placements
 - Idea: A collaboration with universities with basketball training sessions sponsored by lululemon. Format includes posters, merchandise, and email marketing.
 - Ad placement: On-campus facilities (bookstore, recreational center/gym, pop-ups)
- Online Ad
 - Idea: A series of content (short videos, motion graphics, and images) featuring a typical day in an elite basketball student athlete's life studying and training in lululemon's apparel. A potential candidate could be JuJu Watkins from USC
 - Ad placement: digital (company website), social (TikTok, Instagram, YouTube)

Communication Goal

- Influence high school and college athlete to purchase lululemon's apparel line for women's basketball
 - The main goal of this campaign is to introduce the product to and generate sales from their new markets.
- Elevated lululemon's perceived brand image in North America
 - Lululemon is currently in the transition of branding to a leader for all categories of activities and sports. With a focus in North America, This campaign will further lululemon's leadership in sports lifestyle and extend it to a border range of audiences.

Communication Opportunities

TV ratings for college and W.N.B.A games are rising, awareness of women in basketball is exploding. Female athletes, especially in high school and college are looking for new ways to perform their gender. However, few brands explicitly reflect their diverse needs. Lululemon has the ability to address this gap. If lululemon responds to this trend with the right advertisement, the brand can potentially become a leader in the women's basketball market in North America.

Big Idea

Feeling active is a team play. Team with lululemon.

Proposed Campaign Headline

BEAT - a new basketball experience for women.
